

AMENDMENTS TO THE CLAIMS

What is claimed is:

1. (currently amended) A method of responding to a search request in a computer network, the method to be performed by a computer and comprising:
receiving a plurality of client data from a plurality of client computers employed by consumers to browse web pages on the Internet, each ~~the~~ client data in the plurality of client data being indicative of ~~consumer-preferred~~ links preferred by a consumer for particular keywords employed by the consumer to perform searches across different search engines on the Internet;
receiving a keyword from a search engine over the Internet; and
providing the search engine a plurality of links over the Internet, the plurality of links pointing to at least one document on the Internet, at least one link in the plurality of links determined to be relevant to the keyword based on the plurality of client data.
2. (currently amended) The method of claim 1 further comprising creating a search model using the plurality of client data, the search model being configured to provide a score indicative of a relevance of a link to the keyword.
3. (currently amended) The method of claim 1 wherein the plurality of client data ~~are~~ is stored in a database in a message server computer in communication with a message delivery program generating client data.
4. (currently amended) The method of claim 1 further comprising:
informing the search engine of a selected best layout among a plurality of different layouts to be used in presenting the plurality of links, the selected layout being selected based on a number of consumers who clicked on a link as presented in the selected layout versus the same link as presented in other layouts.
5. (original) The method of claim 1 wherein links associated with the keyword are assigned corresponding scores using a search model.
6. (currently amended) The method of claim 1 further comprising:
including the plurality of links in a search result provided to a first client computer in the plurality of client computers of a consumer.
7. (currently amended) The method of claim 6 wherein a link in the plurality of links points to a web page.
8. (currently amended) The method of claim 6 wherein the first client computer does not have a client program in communication with a server computer providing the plurality of links to the search engine over the Internet.
9. (currently amended) The method of claim 1 wherein the plurality of client data comprises consumer navigation history.

10. (currently amended) The method of claim 1 wherein the plurality of client data comprises consumer purchase behavior.
11. (original) The method of claim 1 wherein the at least one link is determined to be relevant to the keyword based on a number of times consumers clicked on the at least one link.
12. (original) The method of claim 1 wherein the at least one link is determined to be relevant to the keyword based on a number of times consumers made a purchase by following the at least one link.
13. (original) The method of claim 1 wherein the at least one link is determined to be relevant to the keyword based on an amount of time consumers spent viewing a web page pointed to by the at least one link.
14. (original) A system for providing search results, the system comprising:
 - a plurality of client computers, each of the client computers including a message delivery program that is configured to record client data indicative of consumer preferred links for keywords employed to perform searches across different search engines; and
 - a message server computer configured to receive client data from the message delivery program in each of the client computers, the message server computer storing a ranking of links associated with particular keywords, the ranking being based on client data.
15. (currently amended) The system of claim 14 further comprising:
 - a search engine configured to receive a search request for a keyword from a first client computer, the search engine being configured to provide the keyword to the message server computer and to receive a set of links from the message server computer over the Internet, the links in the set of links determined to be relevant to the keyword based on the client data.
16. (currently amended) The system of claim 14 wherein the search engine is configured to receive information on a best selected layout among a plurality of different layouts to be used in presenting the set of links from the message server computer, the selected layout being selected based on a number of consumers who clicked on a particular link as presented in the selected layout versus the same particular link as presented in other layouts in the plurality of different layouts.
17. (currently amended) The system of claim ~~14~~ 15 wherein the links in the set of links point to web pages on the Internet.
18. (original) The system of claim 14 further comprising:
 - a search model created using the client data and configured to provide a score for a link, the score being indicative of relevance of the link to a keyword.

19. (original) A method of responding to a search request, the method comprising:
receiving a search request for a keyword from a client computer; and
providing a search result responsive to the search request, the search result
including at least one link that is determined to be relevant to the keyword based on
consumer actions with respect to the link as displayed on different search results from
different search engines.
20. (original) The method of claim 19 wherein the link is determined to be relevant
based on client data received from a plurality of client programs provided to consumers
in exchange for a product provided free of charge or at a reduced cost.